

WPROMOTE

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powered by BRIGHTEDGE

How To Create Genuinely Engaging Content That Humans (And Google) Will Love

PREPARED BY:

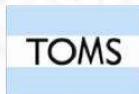
Michael Mothner

Founder & CEO

The leading industry event by digital marketers for digital marketers

About Wpromote

Customer Experience



Awards & Accolades



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Problem

We all know we are supposed to create great content, we are supposed to garner only organic links from that content, but it is easier said than done.

In this session we will explore the content methodology, strategy, execution and promotion that is the lifeblood of great SEO.

Key Points

We will use our client, Zenni Optical, as a case study to demonstrate what techniques have worked and creative ideas that have been tested.

- 1 What content tactics are working, what to avoid, and what is the next big thing
- 2 Why it is important to deliver content that caters to different audience personas
- 3 How to leverage BrightEdge technology to gain insights on our audience

What Worked For Zenni Optical

Overview

Since 2011, as the digital agency of record for Zenni, we have grown revenue over 500% to their position as #1 optical retailer online. We've been able to accomplish this by focusing on these key points of their strategy.



Content Marketing



Off-Site Link Building



On-Site SEO Consulting



Paid Search



Social Media



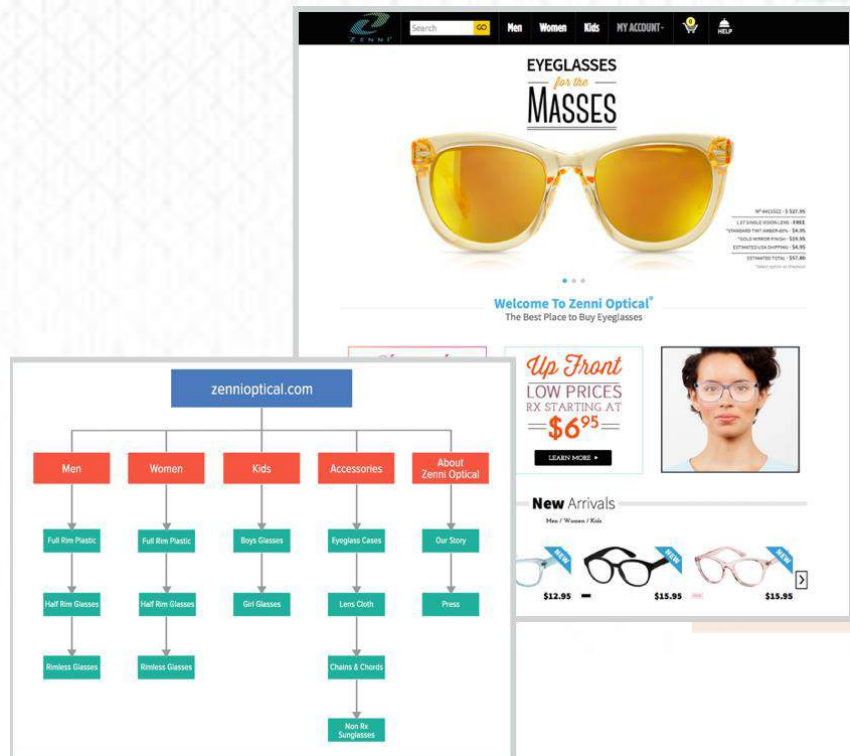
Email Marketing

What Worked For Zenni Optical

Optimizing The Basics

Zenni Optical re-mapped which keywords were being targeted for all of the main pages on the site.

Zenni made sure to optimize all of the critical elements on the page for those terms (i.e. title tag, meta description, copy, etc.). Simultaneously, Zenni started implementing internal linking throughout the site.



What Worked For Zenni Optical

Content Analysis

The **BrightEdge Content Analysis** tool can locate semantically related topics to include on the page to address content gaps, increase content relevance, and determine keyword priority for each page on the site.

The screenshot displays the WPROMOTE interface, powered by BrightEdge. The user is logged in as 'Zenni Optical'. The navigation menu includes Dashboard, Reports, Recommendations, Tasks, Analysis, Site Audit, Campaigns, Help, and Setup. The current view is the 'Content Analysis' section for the page <http://www.zennioptical.com/classic-eyeglasses>. Below the page URL, there are buttons for 'View All (4)', 'Optimize My Page', 'Content Analysis' (which is highlighted), 'External & Internal Links', 'Increase Social Engagement', and 'See Top 10 Ranking Pages'. The 'Content Analysis' section shows semantically related topics to include on the page to address content gaps and increase content relevance. These topics are generated based on the primary keyword 'eyeglasses' for this page. A table lists the following keywords and their search volume and competition:

Keyword	Search Volume	Competition	Universal Listing
sunglasses	165,000	High	Images
contacts	135,000	High	
optometrist	135,000	Low	Quick Answers
eyeglasses	125,000	High	Images

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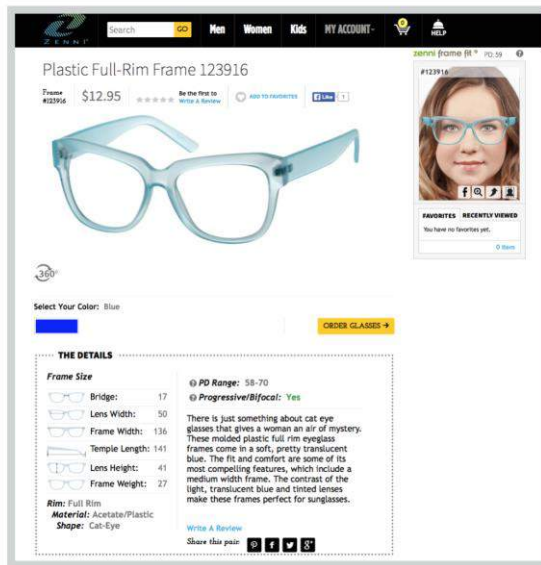
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Content for Humans

The goal is to produce excellent **content that readers will love, find useful, and share...**Google will love it too!



Product Pages - Should Not Be
Generic Descriptions

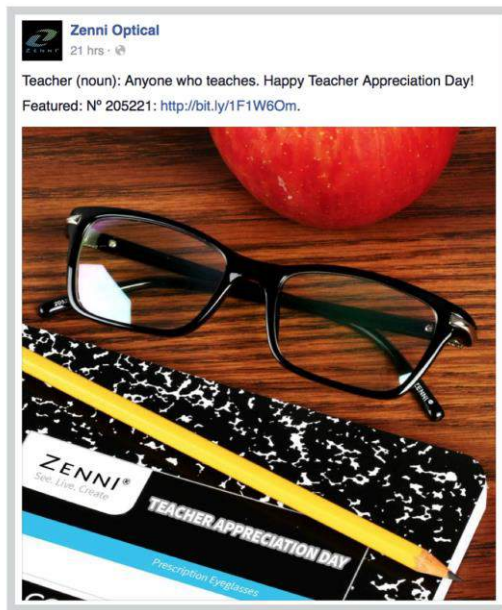
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What Worked For Zenni Optical

Content for Humans



Social Post - Timely &
Engaging Content

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Great Links From Engaging Content

The screenshot shows the ABC 15 Arizona website. At the top, there's a navigation bar with 'Home', 'Sections', 'Weather', and 'Traffic'. A weather widget displays '81°' and '7' for traffic. Below the navigation bar, there's a banner for 'Lower your car payment. REFINANCE YOUR AUTO LOAN.' with a 'CLICK HERE' button. The main content area features a large video player with a play button, showing a Zenni Optical advertisement. The ad text reads: 'Save money on prescription eyeglasses with ZenniOptical.com'. Below the video player, there's a 'SMART SHOPPER' section with the text 'ORDER PRESCRIPTION EYEGLASSES FOR \$7' and 'Call 1-855-522-1515'. To the right of the video player, there's a 'RECOMMENDED VIDEOS' section with three video thumbnails and titles: '1 dead, 2 injured in shooting at Arizona casino', 'PD: Woman killed after driver runs Phoenix red light', and 'Boy, 7, crushed when mom jumps from second story window after him'. Below the recommended videos, there's a 'LIVE TRENDS' section with three items: 'Muhammad cartoon content planned for Phoenix anti-Islam rally - ABC15 Arizona', 'Cameras installed outside mosque ahead of Friday rally - ABC15 Arizona', and 'Crews investigating hazmat scene at Mesa home - ABC15 Arizona'. At the bottom, there's a 'TOP STORIES' section.

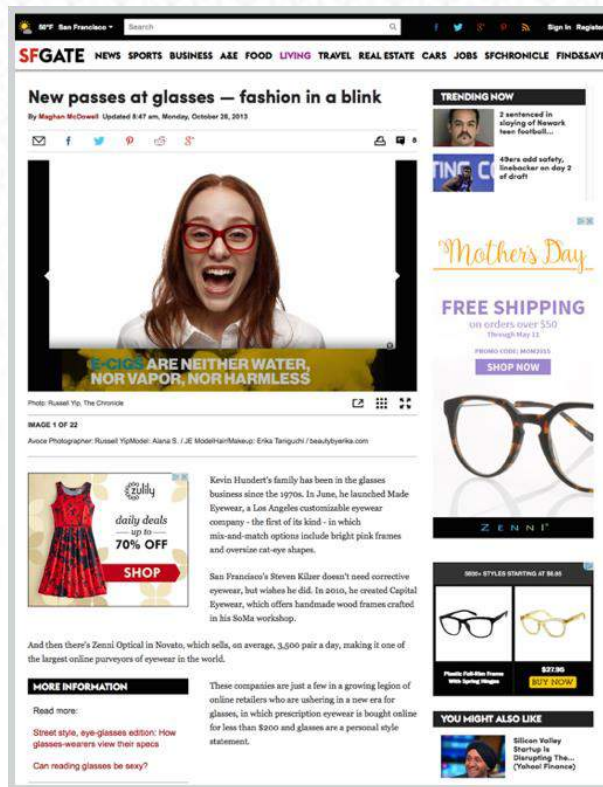
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Great Links From Engaging Content



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Great Links From Engaging Content

Sections The Washington Post Search Sign In Subscribe


Ad

FUNNY YOU NEVER HEAR OF RENTER'S REMORSE RENT NOW CORT

Health & Science

Eyeglasses can be expensive. Discounters and online merchants may be a good option

Facebook Twitter Google+ Email + A Print



(iStock)

By Consumer Reports January 12

The cost of a new pair of glasses can leave you seeing double. Fancy frames, special lenses and protective coatings can add \$500 or more, even with insurance. And though you can get cheaper pairs online or in discount stores, can you trust them to correct your vision and look good, too? Here's what you need to know:

Advertisement

Stories that Surround You... audible

Most Read National

1. 'Shawshank' prison escape ends 56 years later with cinematic stakeout
2. Woman held hostage uses Pizza Hut order to call for help
3. Sheryl Sandberg: 'unexpected hell' of husband's death is 'darkest and saddest' moment of my life

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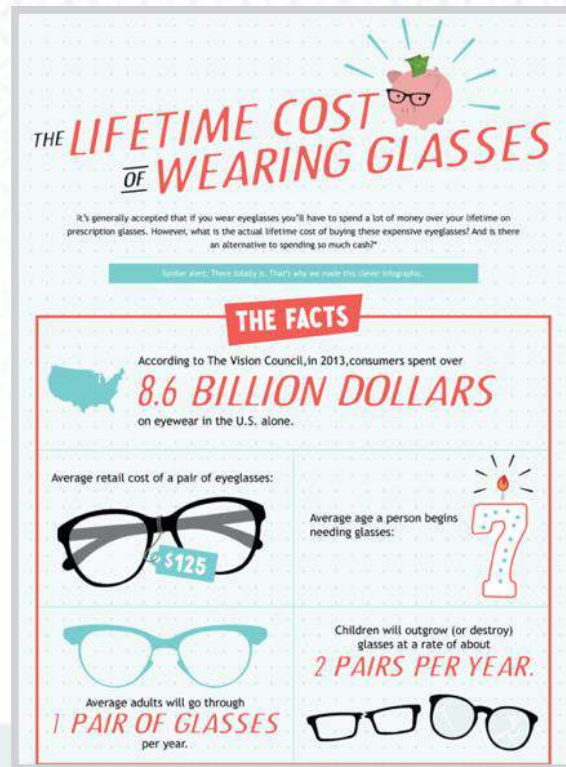


What Worked For Zenni Optical

Infographics

Infographics are still a **very effective way to generate a diverse range of inbound links, promote your brand, and drive referral traffic**. But an infographic should not be used for SEO value and should only be created for sharing valuable and relevant information. Infographics should be at least one of the following:

- Educational
- Memorable
- Humorous
- Controversial
- Newsworthy



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Infographics



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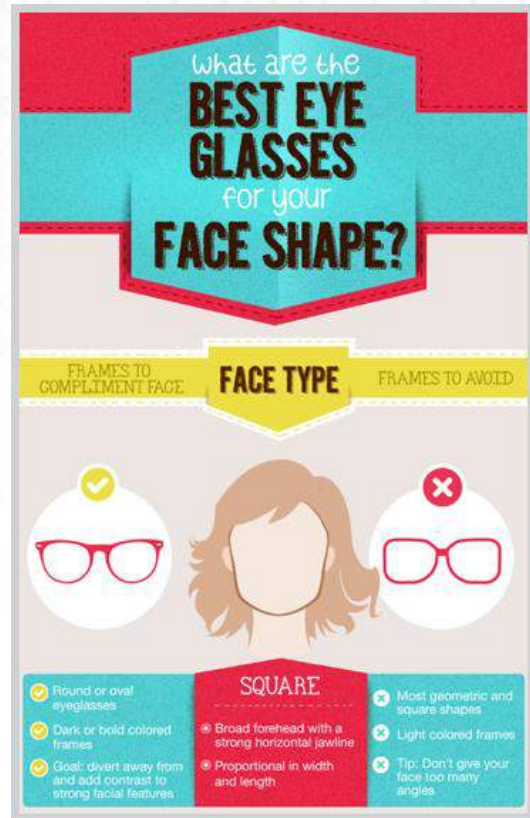


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Infographics



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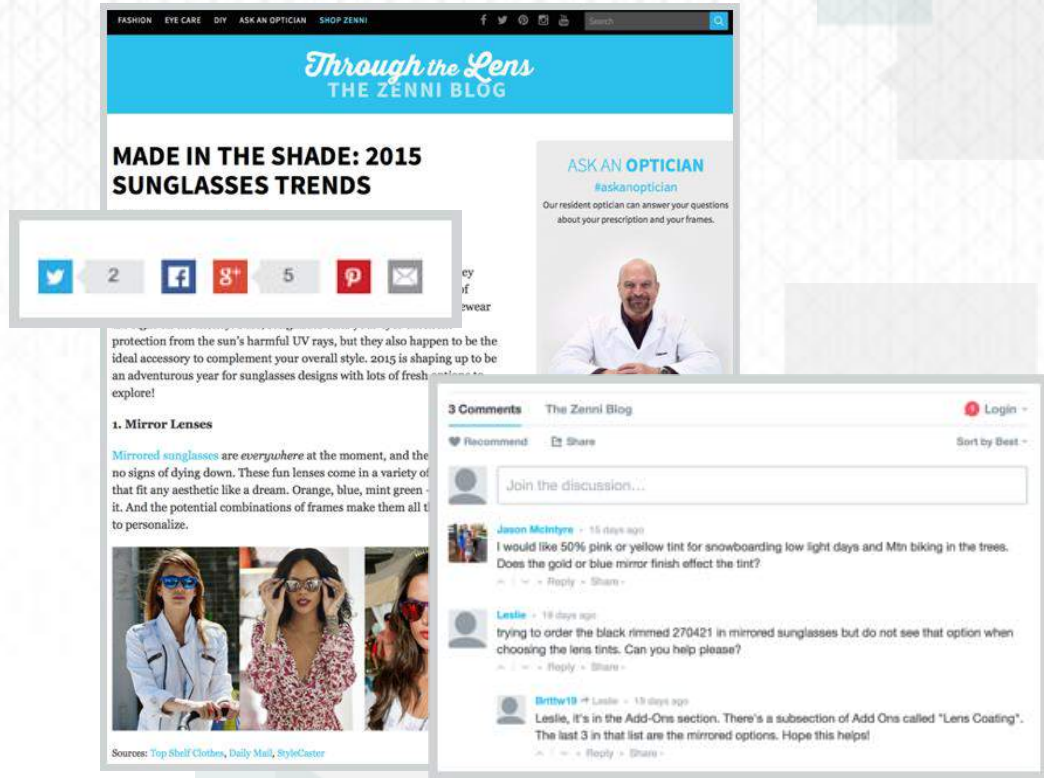
What Worked For Zenni Optical

Real & Good Blog Posts

When you **create great content consistently**, people **will naturally cite, recommend, share, link, tweet, and send links to your post.**

When posting on your site we recommend that blog posts:

- Include Post Author's Name & Date
- Include Sharing Widgets
- Have A Minimum of 350 words
- Include engaging imagery



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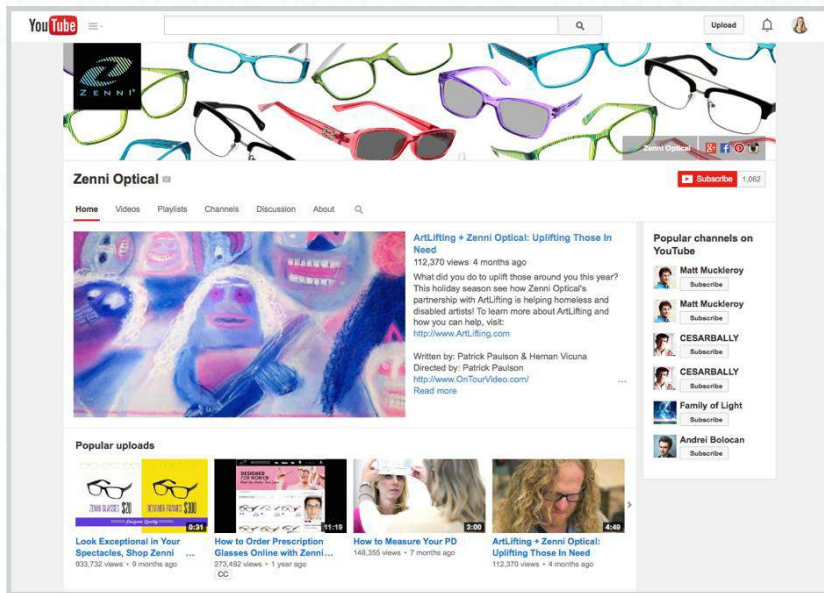
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Video Content

Video content is extremely powerful when done right. The goal is to **develop videos that will go viral** and produce better results than any commercial would.



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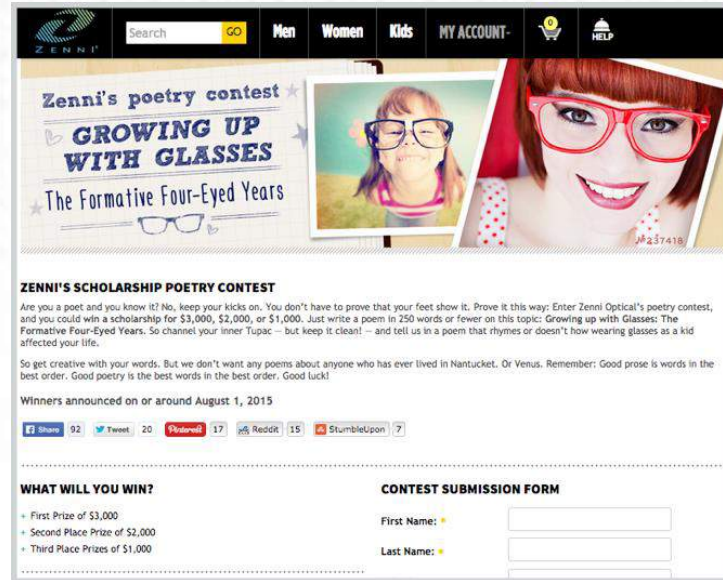
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Cause Marketing

Supporting the community with a **scholarship or contest** can help generate valuable .edu or .org links.



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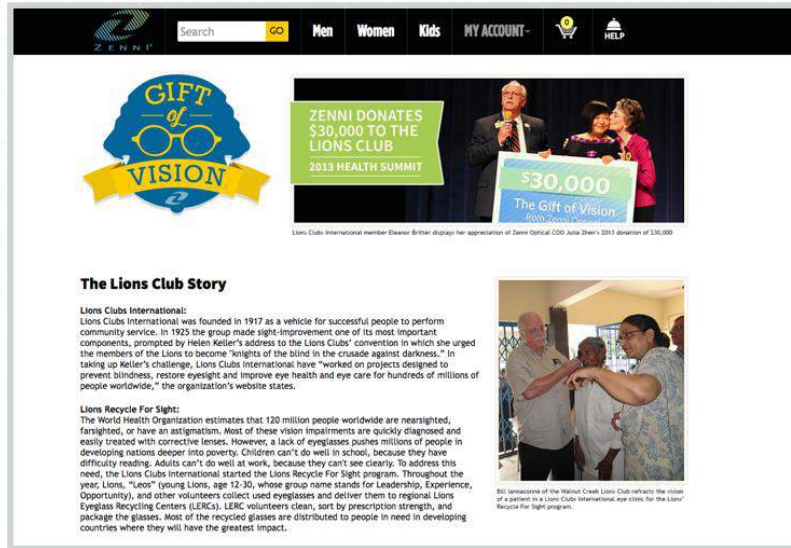
What Worked For Zenni Optical

Repurposing Offline Press

Build upon content that has worked in the past. **Identify any gaps in that high quality content and proceed to fill them with new content.** This not only ensures that you get interest from your customer base, but also that you get high quality content - a clear indicator to Google that these links are natural.

We Suggest Promoting:

- Magazine Coverage
- Events
- TV Appearances
- Community Involvement
- Hot Topics & Trending Info



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What Worked For Zenni Optical

Repurposing Offline Press



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Getting High Quality Links

If a link is very high quality and includes great shareable content, that is a win-win. If you need to pay for this content, then you need to consider the value. If you decide it is worth paying for, strictly from a marketing or branding perspective, then we suggest doing it and NoFollowing the link. **You cannot pay for a link and gain link value from it.**

“Clear disclosure of sponsorship is critical, and that includes disclosure for search engines. If link in a paid post would affect search engines, that link should not pass PageRank (e.g. by using the NoFollow attribute). Google — and other search engines — do take action which can include demoting sites that sell links that pass PageRank, for example.”

-Matt Cutts

Head Of Google's Webspam Team

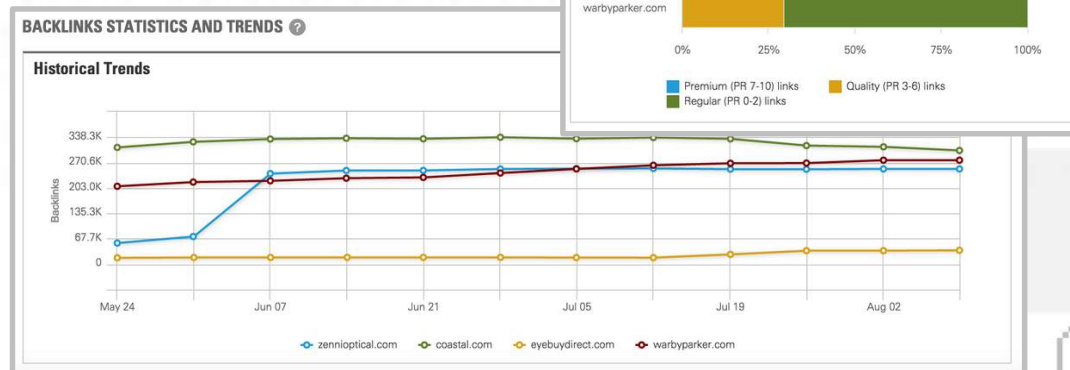


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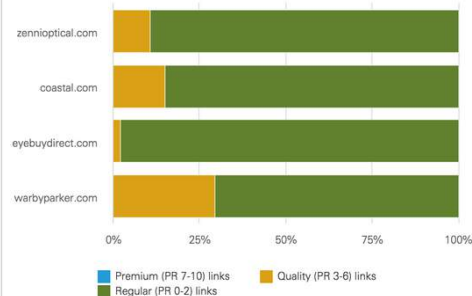
Continuously Monitoring Your Backlink Portfolio

Wpromote continuously monitors Zenni Optical's link profile to ensure they are not receiving any harmful links. While we hope competitors aren't sabotaging their profile and negative SEO isn't happening, you would never know unless you checked, and it is better to be safe than sorry. **A very important part of ongoing SEO: "link pruning."**

BrightEdge tools allow you to monitor your Backlink Distribution by PageRank Quality and Backlink Statistics and Historical Trends!



Backlink Distribution by PageRank Quality



Backlinks Distribution

The bar chart on the left shows the quality distribution of your collection of backlinks. Backlink quality is important as it is a general measure of its effectiveness in helping your domain rank higher on keyword searches. Search engines such as Google rely heavily on looking at the quality of links to a webpage to determine how well the page should rank.

Having **premium** and **quality** backlinks will generally help you rank higher on search engines than having a high volume of regular backlinks. For example, one premium backlink may be more effective than 1,000 regular backlinks in helping to improve your search rankings.

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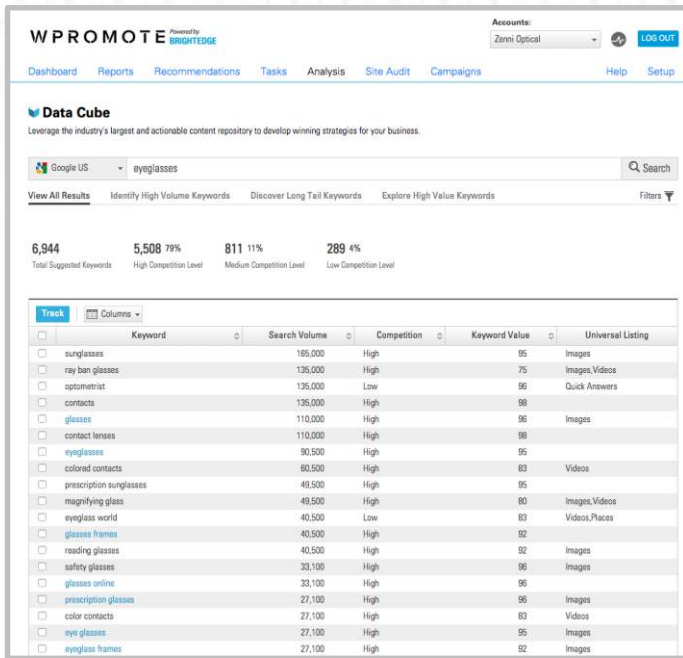
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New Keyword Optimization

Once we finish targeting all of the low hanging fruit Wpromote utilizes **BrightEdge's Data Cube** to determine new keywords to target and optimize on the site.



WPROMOTE powered by BRIGHTEDGE Accounts: Zenni Optical LOG OUT

Dashboard Reports Recommendations Tasks Analysis Site Audit Campaigns Help Setup

Data Cube
Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google US eyeglasses Search

View All Results Identify High Volume Keywords Discover Long Tail Keywords Explore High Value Keywords Filters

6,944 5,508 79% 811 11% 289 4%

Total Suggested Keywords High Competition Level Medium Competition Level Low Competition Level

Track	Columns	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>		sunglasses	165,000	High	95	Images
<input type="checkbox"/>		ray ban glasses	135,000	High	75	Images, Videos
<input type="checkbox"/>		optometrist	135,000	Low	96	Quick Answers
<input type="checkbox"/>		contacts	135,000	High	98	
<input type="checkbox"/>		glasses	110,000	High	96	Images
<input type="checkbox"/>		contact lenses	110,000	High	98	
<input type="checkbox"/>		eyeglasses	90,500	High	95	
<input type="checkbox"/>		colored contacts	80,500	High	83	Videos
<input type="checkbox"/>		prescription sunglasses	49,500	High	95	
<input type="checkbox"/>		magnifying glass	49,500	High	80	Images, Videos
<input type="checkbox"/>		eyeglass world	40,500	Low	83	Videos, Places
<input type="checkbox"/>		glasses frames	40,500	High	92	
<input type="checkbox"/>		reading glasses	40,500	High	92	Images
<input type="checkbox"/>		safety glasses	33,100	High	96	Images
<input type="checkbox"/>		glasses online	33,100	High	96	
<input type="checkbox"/>		prescription glasses	27,100	High	96	Images
<input type="checkbox"/>		color contacts	27,100	High	83	Videos
<input type="checkbox"/>		eye glasses	27,100	High	95	Images
<input type="checkbox"/>		eyeglass frames	27,100	High	92	Images

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Share

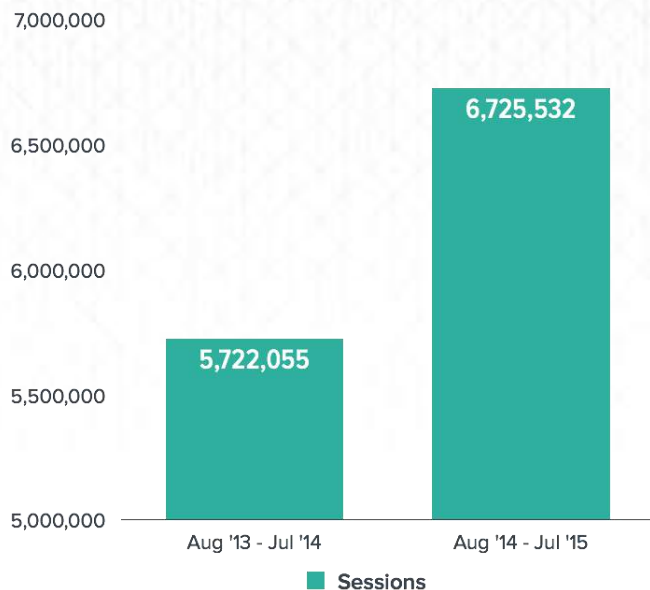


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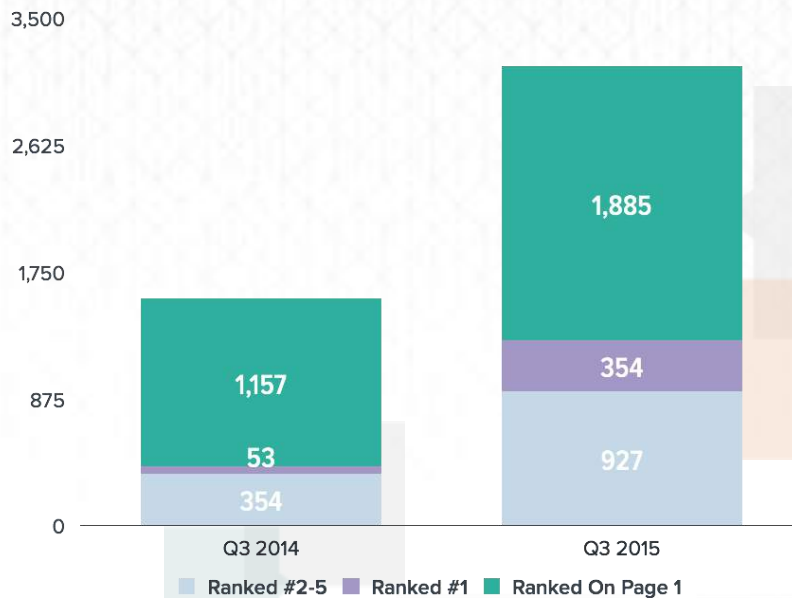
YoY Organic Results

Through Wpromote's targeted content strategy for Zenni we were able to increase their Organic Traffic YoY by over 1 Million Sessions and doubled their Keyword Rankings on Page 1, including 6X more #1 ranking keywords.

Organic Traffic



Keyword Ranking Distribution



Practical Takeaways

Summary

- 1 Create “Content for Humans,” not for Google.
- 2 Link building is integral, but think through the perspective of the user.
- 3 Rich content — video in particular — is extremely powerful in sharing, engagement, and SEO.
- 4 Leverage the ecosystem you are already a part of.
- 5 Monitor your backlink profile and health.